MANPOWER MEETING NOTES

1. What makes this plan any different that what we did years ago in NY when we had the army of bodies on the street?

- Work Plan - Reps can make decisions
  - Right brands vs. Select/Special Lights - Savings - New Brands
  - Brand positioning
  - Working the brands with best potential now

- Better quality Reps/Managers
  - Sell programs vs. as many sticks are you can no matter what

- Reps/Managers can make recommendations/suggestions, develop plan vs. just working the Company plan

- Marketing Department more responsive and willing to listen

- Our people are Sales people vs. implementators
  - Better equipped
  - Higher caliber/analytical ability

- Brand positioning and quality

- Better advertising appeal

- Core vs. Full Line

- Savings driven in a Full Price market

- Work Plan more focused and better for marketplace

- Cream of Management/Sales Force

- FOCUSED

- EMPOWERED

- Adaptability - feel empowered to make change

- Analyzing and doing what's right and not dictated

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Source: https://www.industrydocuments.ucsf.edu/docs/msbp0000

2. <u>We will not add any cost into the Organization at this time!</u>

- Will not add cost to Organization

3. <u>Big concern on changing all the Assignments again</u> . . . . . .

* We've done this too many times already
* What % of an average Rep's Assignment would change / 50%?
* 2½ years ago, you said this would solve the problem (T/R's)
* When do we live the changes . . . vs. just continuing to change?

- Big concern regarding changing Assignments
  - 40% of current Assignments will change

- 2½ years ago you said T/R's would solve problem
  - 1½ years ago we were the only game in low volume calls

- Competition reacted
  - Marketplace continually changing, we need to change with it

- We need to be the leader - we can't react

4. <u>If we do this recommended plan</u> . . . . . .

* I do not want any Rep's to use computers (JVM)
* Truly focused selling . . . what will the 2-3 focused objectives be for the NYC Representatives?
* I want to see all R/R's in the Boro go . . . if you're saying true geographical is the answer!
* We too quickly change the structure . . . is it the real problem (brand equity)

- No Laptop
  - Can't develop S/R to Manager
  - Not practical
  - Communication/training/information
  - Rapid coverage - call folder

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